

United Way of Northeast Florida

Position Description

# Position Title: Director of Major and Legacy Gifts

**Department: Resource Development/Major Gifts**

**Reports to: Head of Major Gifts & Legacy Giving**

**Reviewed: November 2018 FLSA Status: Exempt**

***Vision and Mission*:**

At United Way of Northeast Florida, we envision a community of opportunity where everyone has hope and can reach their full potential. Our mission is to solve our community’s toughest challenges by connecting people, resources and ideas**.**

## *Purpose of Position*:

As the Director of Major and Legacy Gifts you will design, develop and implement our Major and Planned Giving Programs. You’ll be responsible for identifying, cultivating, and soliciting major and planned gift prospects. An ability to empathize with donors and clearly communicate our mission is critical. You’ll be expected to energize team members and inspire prospects.

***Key Responsibilities and Essential Functions***:

* Secure major gifts at the $100,000 level with the goal of raising $1,000,000 major gifts and $1,000,000 in planned gifts annually
* Manage existing portfolio of 150 donors and prospects
* Identify major gift prospects by analyzing factors that predict a donor’s ability and enthusiasm to give
* Cultivate major gift donations by building valuable relationships with major gift prospects
* Adhere to moves management system in CRM and enter information in a timely manner
* Responsible for oversight of the United Way’s planned giving program, including: staffing of the Legacy Committee, promotion of planned giving opportunities, and solicitation and cultivation of prospective and current planned giving donors
* Work with the Head of Major Gifts on annual planning, budgeting and goal setting for major and planned gift related activities
* Assist in the recruitment of leadership volunteer solicitors and develops their fundraising capacities

***Experience / Position Requirements*:**

* Minimum of five years’ experience in nonprofit major gifts and planned giving fundraising, or with proven major gift experience, capacity to learn and implement a complex planned giving program
* Proven experience cultivating, soliciting and stewarding donors resulting in $50,000 + gifts
* Bachelor’s Degree preferred
* Strong interpersonal written communication and presentation skills
* Proven experience with the development and implementation of administrative functions
* Ability to handle calmly and efficiently situations ranging from routine to highly complex
* Demonstrated ability to multi-task and work successfully in a fast-paced environment with a high degree of attention to detail and minimum supervision
* Ability to work independently as well as on a team

***Professional Core Competencies Required***:

* Mission Focused: Creates real social change that leads to better lives and healthier communities. This drives performance and professional motivations.
* Relationship Oriented: Places people before process and is astute in cultivating and managing relationships toward a common goal.
* Collaborator (Includes teamwork and communication): Understands the roles and contributions of all sectors of the community and can mobilize resources (financial & human) through meaningful engagement. Strong supporter of a team environment.
* Results Driven: Dedicates efforts to shared and measurable goals for the common good; creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.
* Brand Steward: Understands role in growing and protecting the reputation and results of the greater network.

***General Physical Requirements for Essential Functions of the Job:***

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job the employee is regularly required to sit, talk, and/or hear. Continual use of the hands with wrist and finger movement using a keyboard is required*.* Specific vision abilities required by this job include long hours viewing a computer monitor screen. The employee may occasionally travel using personal vehicle and/or work outside normal office environment.

*This description is not designed to contain a comprehensive inventory of all responsibilities and qualifications required of all team members assigned to this position. It is intended only to describe the key elements relative to each section. Also, duties and/or requirements of this position may be modified, added or deleted at any time. This supersedes all descriptions previously written for the same position. Unique equivalent skills and experience may possibly substitute for required position requirements.*

*United Way of Northeast Florida is an Equal Opportunity Employer and a Drug Free Work Environment.*